

CTE Skill Certificate Test Performance Documentation

This document must be submitted to the test coordinator along with the test scan sheets at the time of testing. It will be submitted to the USOE for the audit and a copy kept on file for two years.

Course: eCommerce 1
Test Number: 414
School:
Instructor's Name:

Students in course:
Students tested:
Date:

This is to verify that the students on the attached class roll* accomplished the following performance objectives at or above the 80% (moderately to highly skilled) level.

1. Students will gain experience with HTML and Fireworks® basics while they recreate the home page of a site for a large retail company.
2. Students put together a marketing plan for a given business.
3. Students will be given the profile of a particular target audience segment and will be asked to create marketing pieces for the given audience based on the psychographics of the targeted group.
4. Students will redesign a poor page design, following instructions.
5. Students will practice previous DECA competitive events in the content area of eCommerce Decision Making.”
6. Students will gain experience in site design techniques.
7. Students will prepare web-ready graphics for their redesign project.
8. Students will develop the pages they've designed using a WYSIWYG editor of choice and editing with HTML as necessary.
9. Students will generate marketing pieces using Flash® and Fireworks®.
10. Students will try out online shopping enablers and evaluate their ease of use.

Each performance is documented and kept on file for two years. (check one or more)

- ☐ Individual student performance tracking sheets
- ☐ A class period summary score sheet
- ☐ Recorded and identified in the class grade book

Instructor's Signature: _____

*Attach a copy of the class period roll and draw a single line through any student on the roll not accomplishing ALL required performance objectives at the 80% (moderately to highly skilled) level.